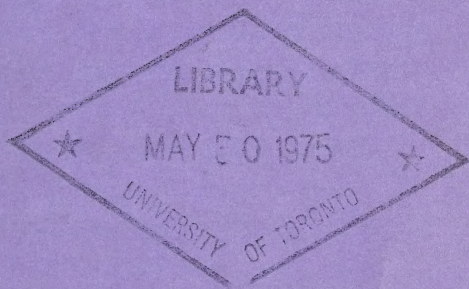


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'This round's on me.'



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Ministry of
Health

[Pamphlets]

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“This round’s on me.”

Drinking can be expensive.

How expensive depends on how much and how often you drink.

Consider a family of moderate-to-heavy drinkers. They frequently have a couple of drinks before dinner to “unwind”. Beer or a bottle of wine with dinner. An after-dinner drink or two. Nightcaps.

They enjoy a brew—or two or three—after golf or skiing or bowling. Drinks as part of business lunches.

They buy “rounds” for their friends. And their parties and social gatherings have one thing in common—drinking.

How much do they spend on alcohol?

Likely they don't know. Because they've never stopped to figure it out.

We have.

Chances are this family could be spending as much as \$20 or \$30 a week on alcoholic beverages.

That's \$85 to \$130 a month.

Or between \$1,000 and \$1,500 a year.

Multiply that yearly cost by the average adult life expectancy of 50 years, and it adds up to \$50,000 or \$75,000.

No matter how you look at it, that's a lot of money.

It could pay a large part of your weekly grocery bill.

It could make a sizeable dint in your monthly rent or mortgage payments.

It could help buy you a new car every year or two.

Or, if saved and invested wisely, it could pay all the costs of university education for your children—with enough left over to give you a substantial additional income in retirement.

We're not against drinking. If people want to drink, it's up to them.

But we think they should be aware of how much it's costing them.

How much does it cost you?

**“Here’s
to your
health.”**